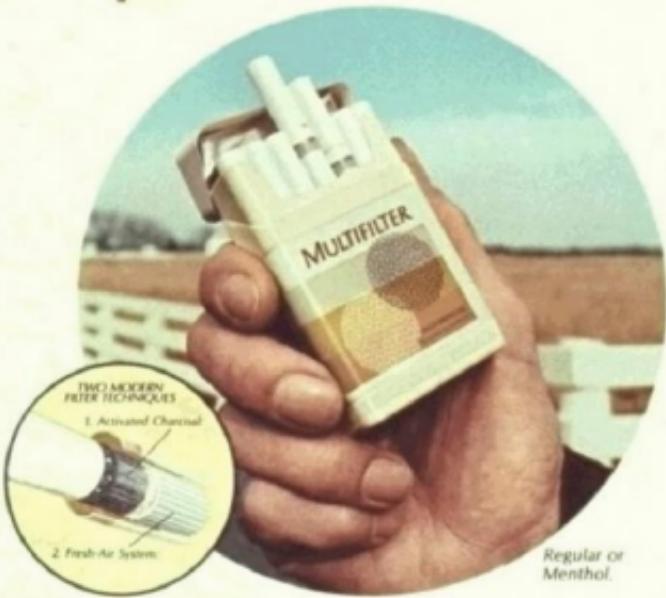


LEO BURNETT COMPANY, Inc.

Ad No. 474—Req. No. 70513—Page—4 1/2—Bleed—5 5/8 x 7 3/4 inches—TV Guide, 1970  
(A)  
Printed in U.S.A.

New low tar  
cigarette from  
*Philip Morris Research*



# MULTIFILTER

Consider this fact: New Multifilter is lower in tar at 34 mgs. than 95% of all cigarettes sold in the U.S.

ITC findings: highest yielding cigarette delivers 32 mgs. tar—the lowest delivers 4 mgs. tar.

\*Independent testing service.



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